



FOR IMMEDIATE RELEASE
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Prevent Child Abuse Georgia

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PREVENT CHILD ABUSE GEORGIA APPOINTS NEW CEO

Executive Brings Extensive Public Service, Marketing Expertise to Support PCA Georgia's Mission

ATLANTA, GA – April 3, 2008 – Prevent Child Abuse (PCA) Georgia, a statewide non-profit dedicated to the prevention of child abuse; today announced the appointment of DePriest Waddy as its new Chief Executive Officer. As the agency prepares to embark on its 25th year of leadership in the area of child abuse prevention, Waddy, an experienced marketing and management professional, will help PCA Georgia develop strategies to build capacity and increase awareness of the agency's mission.

"DePriest's leadership will allow us to enhance and expand the work PCA Georgia is doing to prevent child abuse and neglect throughout Georgia," said Mark Stancil, PCA Georgia Board Chair. "His outstanding accomplishments in the areas of fundraising, strategic planning and marketing will strengthen the relationships we have with our partners, while raising the profile of PCA Georgia's mission."

Waddy has more than 20 years of fundraising, strategic planning and marketing experience working with various Atlanta-area non-profit organizations and corporations. Prior to joining PCA Georgia, he served as chief operating officer and executive vice president at Big Brothers Big Sisters (BBBS) of Metro Atlanta, Inc. He was also the chief operating officer and director of finance for Atlanta Public Schools' Project GRAD Atlanta and was a marketing manager for BellSouth Telecommunications in Atlanta.

"PCA Georgia's reputation as the leader in Georgia's child abuse prevention arena is well-known, said Waddy. I am looking forward to working with the staff, volunteers and board to continue this important work and build upon the agency's many successes."

In addition to his new role at PCA Georgia, Waddy serves on the boards of Tech Bridge, Odyssey and Creating Pride.

About PCA Georgia

Prevent Child Abuse (PCA) Georgia is the only statewide non-profit organization dedicated to preventing child abuse in all its forms. For more than 20 years, PCA Georgia has been leading, supporting and coordinating citizens and professionals in a comprehensive effort to end child abuse. PCA Georgia is breaking the cycle of abuse by reaching out to individuals, families, and communities through a multitude of programs and services. These include a toll-free HELPLINE for all Georgians, the First Steps and Healthy Families Georgia programs for parents of newborns and young children, Stop it Now! Georgia, reaching out to all adults to promote knowledge of the conditions that allow sexual abuse to occur. PCA Georgia is comprised of a chartered council network of more than 55 local organizations throughout Georgia, working to support families and children in their communities with prevention programs and services. Additional efforts include training and education for child and family serving professionals and advocacy for policies that promote child well-being. For more information, visit www.pcageorgia.org.

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